

*SPECIFICATION AMENDMENTS*

Replace paragraph [0033] with:

[0033] Turning now to the figures, Figure 1, labeled "prior art", depicts a view of a retail display hook 100, which is typically used for retail displays. The display hook is structured for attachment to vertical support 10. Vertical support 10 has been depicted as a board with a plurality of vertically-spaced apertures, which are used to mount retail display hooks, such as display hook 100. Other vertical supports appropriate for display hooks according to embodiments herein include slat wall supports, cross bar supports and wire grids. Vertical supports can be constructed of, for example, wire, stamped steel, wood or plastic. Display hook 100 generally includes a back member 110 for detachably connecting the display hook 100 to the vertical support 10. Display hook 100 further includes a product arm member 120, which can be constructed to hold retail products, for example. The product arm member 120 (including portion 170) can be injection molded of plastic, can be steel-formed wire, or can be stamped steel separately or as part of a one-piece display hook. The length of product arm member 120 can vary from one inch to up to twenty inches or more. An optional portion of a standard display hook includes scanning arm member 130. Scanning arm member 130 (including portion 140) typically is constructed as a portion of the display hook that holds a label holder (not shown) in front of products displayed on product arm member 120. Product arm member 120 includes a storage portion 122 and a front stop in the form of retainer portion 150. The front stop or retainer portion 150 is disposed at an end of the product arm member 120 and includes an upwardly formed bend 160 that forms an angle for keeping products from falling off of the product arm member 120.

Replace paragraph [0035] with:

[0035] Referring now to Figure 2, gravity-fed display hook 200 is shown. A gravity-fed display hook such as display hook 200 assists retailers by providing automatic facing (self-facing) of products. Display hook 200 includes a product arm member 220, which includes storage portion 222 and is integrally formed or connected with retainer member 250 and to a back bracket 210. Retainer member 250 includes an upwardly angled bend 260 interposed between the storage portion 222 and retainer member 250 of the product arm member 220. An angle 260 is formed between the storage portion 222 and the retainer member 250 of the product arm member 220 such that the retainer member 250 is able to

retain products on product arm member 220. Gravity-fed hook 200 further includes scanning arm 230 with a first end for a label holder 240 and a label. Gravity-fed display hook 200 is gravity fed in that the product arm member 220 is deflected from 0 degrees downwardly such that a product displayed on the product arm member 220 will slide toward the front tip of the product arm 250. Gravity assists the product to self-face thereby avoiding retailers from having employees pull product to the front of the display arm. The greater the downward angle on the product arm member, the more likely gravity will affect product on the hook.

Replace paragraph [0038] with:

[0038] Referring now to Figure 3 a spring-loaded display hook is shown that illustrates an alternate embodiment. The spring-loaded hook includes a back 310 coupled to a product arm member 320. Back 310 is also coupled to scanning arm member 330 which at a first end thereof includes a label holder member 340. The product arm member 320 includes a storage portion 322 and a retainer member 350 integrally connected with storage portion 322. ~~Retainer member has an upwardly angled bend 360 for retaining products on product arm member 320. An angle 360 is formed between the storage portion 322 and the retainer member 350 of the product arm member 320 such that the retainer member 350 is able to retain products on product arm member 320.~~ Back 310 is shown attached to vertical support 370. Spring-loaded hook 300 is a spring-type display hook that pushes or pulls products on the display along product arm member 320 toward the front stop. As one of skill in the art will appreciate, there are several variations of spring-loaded hooks using spring tension for pushing or pulling a product toward the front stop of a product arm member 320. Typically in each spring-loaded display hook angle 360 at the front of the product arm member 320 is kept at an approximate 90-degree angle to keep products from being pushed or pulled off of the product arm member 320, and/or to maximize display area. The spring-loaded hook 300 further includes a product pushing apparatus 382, which includes a plastic or metallic product pusher 383, which is coupled to spring 380. Spring 380 couples the plastic or metal product pusher 383 to pusher support member 384. Pusher support member 384 couples spring 380 to the end of the label holder member 340 and is also coupled to label device 342.

Replace paragraph [0049] with:

[0049] The rearward portion of the retail shelf includes mounting brackets 716 formed integrally with the horizontal supports 714. These mounting brackets 716 slide and

releasably lock into the slots 720 of horizontally spaced vertical supports 718 and are selectively manually adjustable such that the vertical spacing of different shelves 710 can be selected and optimized for the desired retail environment. When mounted to the vertical supports 718, the top support panel 712 extends forwardly and angles downwardly as it extends forwardly to facilitate gravitational self facing of merchandise 712 711. A front stop shown in the form of a wire retainer 722 is provided proximate a front end of the shelf 710 and generally transverse to wire retainer 746. The front stop retainer 722 is releasably mounted to the shelf 710 by integral mounting prongs 724 that project closely into mounting holes 726 formed proximate the front or forward end of the shelf 710, near the price channel 728 or "C-Channel" which is configured to hold price labels 730 having printed indicia thereon (e.g. price and bar code information) relating to the merchandise 711 held by the retail display unit.

Replace paragraph [0051] with:

[0051] It should be noted that, the reduced friction layer 734 need only be provided over the sliding surface 734 and may include cold additives. The remaining surface area 736 (including the price channel 728, horizontal supports 714 and ~~other uncoated~~ portions of the top support panel 712), which may be viewed by retail customers, may be painted or pigment powder coated finished to provide aesthetics in the retail environment. Alternatively, the entire retail shelf 710 may be coated with PTFE or other reduced friction layer.

Replace paragraph [0052] with:

[0052] There are other ways to provide the reduced friction layer 734, including as shown in FIG. 12, a sheet overlay in the form of a mat 738 that is placed over the top support panel 712. The mat 738 may or may not include a support layer 740 for the reduced friction layer 734 and may or may not include a tacky or skid resistant surface 742 such as may be provided by a high coefficient of friction material or an adhesive (preferably a removable adhesive) such that when the mat 738 is placed on the inclined angled top panel 712, the mat 738 stays put and does not migrate. Preferably a skid resistant surface 742 in the form of a removable adhesive 742 is used to releasably secure the mat 738 to the shelf top to allow for replacement after extended intervals. A release line 741 may be temporarily placed over the removable adhesive 742 until such time as the mat is employed on a shelf.

Replace paragraph [0058] with:

[0058] Referring to further embodiments of FIGS. 10 and 11, the shelf may take the form of a spring loaded shelf pusher system 810, 910, that may be horizontally planar when mounted or at a slight angle. It will be understood that these embodiments operate similar to the embodiments above, except that a spring and pusher is used to push and/or assist forward movement of retail merchandise toward the front stop, as such additional details for these embodiments will be limited to the spring pusher assembly and advantages thereof, to avoid duplicative disclosure.

Replace paragraph [0059] with:

[0059] FIG. 10, illustrates a spring loaded shelf pusher system 800 810 with a shelf 812 have having a reduced friction layer 814 (see, e.g., the reduced friction layer 734 in FIGS. 9 and 9a) over the shelf support sliding surface 816 that slidably supports retail merchandise. A pusher plate 818 includes a slide retainer 820 that rides in a horizontal or linear track 821 toward and away from a front stop, which in this case is a transparent front wall 824 mounted at the front of the shelf 812. A spring 826 biases the pusher plate 818 toward the front stop/ wall 824. In operation product between the pusher plate 818 and the front stop/wall 824 will be spring biased toward the front stop/wall 824 and thereby caused to automatically self face as product is removed, keeping product abutted up against the front wall.

Replace paragraph [0060] with:

[0060] FIG. 11 is similar to FIG. 10, except that the shelf is not flat panel but a wire frame 912, with the reduced friction layer 914 over the support shelf wires 916 that provide the shelf support surface. This embodiment also shows a slightly different form of spring 926 in the form of a recoil spring that biases the pusher 918 (see, e.g., pusher plate 818 in FIG. 10) toward the front stop 924. Regular coil springs or other resilient devices including other resilient materials may be used as the spring.